

Open Choices

Jörn Ritterbusch

While writing this piece, it was the time for my daughter to come up with her wish list for Christmas. What a hard task to complete—so many wonderful toys in all these catalogues, advertising leaflets, and shop windows, and only so few she would probably get! End of the story? She more or less marked everything she would be happy to receive for Christmas and handed the catalogues over to me and my wife—we should choose for her. And there would have been fewer marks if she had just marked the toys she would not like to get...

Circumventing the choice, overwhelmed by the variety of options. I am sure we all know this kind of human behavior. And from talking to scientists on various occasions, it seems to me that they sometimes (not to say more and more often) have the same attitude when it comes to the decision about where to publish their recent research results. “There are too many journals out there already” is a frequent allegation we are confronted with—especially when we are about to launch a new member of the Advanced Materials journals family. “Is it really necessary for you to start all these new things”? Quite a surprising question from a group of people whose profession it presumably is to go out to their labs and discover something new every day...

Ok, I admit: Yes, we make your decisions as authors more complex as

we enhance our portfolio of *Advanced* journals. And, I have to tell you, we will do it again. Just as science and scientific results grow in numbers, complexity and diversity, so will grow the number of publication options for them. In recent years we have seen a clear trend in functional materials research to bridge the gap to more application-oriented disciplines like electrical engineering, surface technology, bioengineering, etc. The emphasis often being more on finding new applications for highly sophisticated functional materials rather than on creating entirely new materials. More and more researchers succeed in tailoring materials to the specific needs of a technological problem, providing new solutions rather than “just” new materials. For these fast growing part of modern materials science, we will have our new journal *Advanced Materials Technologies* at hand. If your research addresses new developments for materials systems for applications in energy, healthcare, electronics, optics, water, microfluidics, food safety, sensors/biosensors, and environmental technology, this journal will broaden your publication menu.

So, again we add to the complexity of your decision-making when it comes to publishing your best research with the *Advanced* journals family. However, I am sure we all appreciate a wide variety of

choices at the end of the day, and value the ability to choose much higher than being told that there is only a very limited range of options available – especially if your favored flavor is not amongst it. And the good news for all of you who want to stay with your trusted journal as the place to publish excellent full papers in all areas of materials science: You don't need to change at all! Just keep on choosing Advanced Functional Materials and your life as an author will not become more difficult at all. Thus, I look forward to your next submissions and wish you a healthy and prosperous new year 2016!

Yours faithfully,



A handwritten signature in black ink, appearing to read 'J. Ritterbusch'.

Jörn Ritterbusch

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